

Reach Out and Read Scope of Work
Fiscal Year 2021 (July 1, 2020-June 30, 2021)

Overview

This scope of work outlines the activities and deliverables associated with the proposed contract between Durham County and Reach Out and Read Carolinas (RORC) for \$50,000 in Fiscal Year 2021. RORC will continue working in partnership with primary care practices in Durham County to increase the quality and impact of *Reach Out and Read's* pediatric primary care intervention, focusing on these primary objectives:

- Enhancing the delivery of the core program components to better serve more children and families and deepen family and provider engagement;
- Mobilization of resources to pilot innovative partnerships and projects to target messaging;
- Collaboration on high quality implementation and continuous improvement; and,
- Monitoring and evaluation of program outcomes.

Organizational Mission

Reach Out and Read, a clinic-based pediatric primary care intervention, delivers on the benefits contemplated in the 2014 AAP Policy Statement. Pediatric care providers are trained to recognize and reinforce the strengths parents bring to the relationship with their infants and young children. The provider enters the exam room with a new, developmentally appropriate book which is used as a tool for observing the parent-child relationship and the child's developmental stage, modeling effective dialogic reading techniques, and providing anticipatory guidance to parents, as referenced in the AAP policy statement.

Contracted Activities and Deliverables

In Fiscal Year 2021, beginning July 1, 2020, Reach Out and Read Carolinas will do the following:

- 1. Provide continued support of families through COVID-19 in maintaining and increasing well-visit compliance:**
 - Dr. Erickson will be leading a formal evaluation of the impact of Reach Out and Read on well-visit compliance in Duke clinics; RORC will share the evaluation results with Durham County
 - RORC staff will explore the addition of touchpoints through health portals to provide messaging with targeted book sharing guidance and encouragement for well-visit compliance
- 2. Launch pilot project focused on the increased selection and utilization of diverse books provided through Reach Out and Read in partnership with publishing partners, and on the role of these books in being critical "mirrors and doors" for families.**
 - RORC will continue to prioritize their selection of books and support of authors that help increase the diversity of their book selection for families. They will continue to explore, through relationships with their publishing partners, increased book selection for their providers and families.
 - RORC will evaluate family and provider responsiveness to these books through survey analysis.
- 3. Ensure high-quality program implementation, as measured by the following metrics:**
 - Compliance rate of all programs:
 - 100% of ROR programs in the county maintaining a current compliance rate of distributing and using books at well child visits of more than 85%
 - 100% percent of all Durham ROR project clinics with an overall 13/14 quality metric compliance based on RORC's Program Quality Matrix Scale.

- Percent of providers completing ongoing training/re-training requirement:
 - 100% of all ROR programs achieve and maintain 85% or more of providers trained in the core CME training
 - 100% of all ROR programs achieve and maintain 85% or more of providers trained in the 0-6 month extension of the model on RORC Online Learning Community

4. Evaluate training and engagement of medical residents in Reach Out and Read:

- With Duke University Medical Center as a resident training location, RORC have the unique opportunity for our residents to serve as ROR ambassadors. After learning the important role of the ROR intervention in primary care, residents take ROR with them all over the country, wherever they land next. The evaluation will be focused on quality and intensity of resident training and engagement levels of Duke residents. RORC will share evaluation results with Durham County.

Program Locations

The following clinics participate in Reach Out and Read as a part of this County-funded project:

- Duke Children's Primary Care @ Roxboro Road
- Duke Children's Primary Care @ Southpoint
- Duke Children's Primary Care @ Brier Creek
- Lincoln Community Health Center
- Live Well Primary Care Clinic
- Durham County Health Department
- UNC Family Medicine Center Durham

Program/Partnership Contacts

The main points of contact for this project are:

- Reach Out and Read Carolinas: Callee Boulware, Regional Director, callee.boulware@reachoutandread.org, (803) 960-7455
- Durham County: Cate Elander, Early Childhood Coordinator, celander@dconc.gov, (347) 738-0694

Reporting Requirements

Reach Out and Read Carolinas will report quarterly on progress toward the deliverables outlined above in a separate reporting template as designed by ROR and County leadership. If at any point RORC leadership desires to revise the activities and deliverables in the scope of work, RORC staff will have a conversation with the Durham County Early Childhood Coordinator to determine next steps.

Payment

Quarter 1 payment will be processed upon full execution of the contract between RORC and Durham County. RORC will submit subsequent quarterly invoices with their quarterly reports following the schedule outlined below:

- Q1 (July – September)—Report due October 31, 2020
- Q2 (October – December)—Report due January 31, 2021
- Q3 (January – March)—Report due April 30, 2021
- Q4 (April – June)—Report due July 31, 2021